



WDAF-TV

REVISION

ORDER

Print Date 08/17/12

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Flight Dates 08/11/12-08/22/12

Contract / Revision 567510 /

Original Date / Revision
08/17/12 08/17/12

Advertiser Democratic Senatorial Camp

Agency Great American Media

Buying Contact

1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

Product

DSCC IE

Agency Com 15%

Billing Contact

1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1597

Alt Order # 09788330

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2B

Priority 1

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 28% Market Value 132857

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	29%	38528
KCWE	%	0
KMBC	25%	33214
KMCI	%	0
KPXE	%	0
KSHB	18%	23914
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	74	\$31,620.00	\$37,200.00	0.00	07/30/12	08/22/12	74	\$31,620.00	\$37,200.00
Totals	74	\$31,620.00	\$37,200.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	08/13/12	08/17/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-TWTF--	:30	5	\$450.00	2	0.00	NM	5	\$2,250.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--				5		\$450.00		0.00			
E 2	4	08/20/12	08/22/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	MTW----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTW----				1		\$450.00		0.00			
3	4	08/13/12	08/17/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-TWTF--	:30	5	\$450.00	2	0.00	NM	5	\$2,250.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--				5		\$450.00		0.00			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
24	4	08/20/12	08/20/12	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	M-----	:30	1	\$1,500.00	2	0.00	NM	1	\$1,500.00
MASTER CHEF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M-----			1		\$1,500.00		0.00				
25	4	08/21/12	08/21/12	Tuesday Prime B FOX Prime Tuesday 8-9p	CM-All	8p-9p	-T-----	:30	1	\$1,500.00	2	0.00	NM	1	\$1,500.00
MASTERCHEF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-T-----			1		\$1,500.00		0.00				
26	4	08/15/12	08/22/12	Wednesday Prime Rotator FOX Prime Wed. Rotator	CM-All	7p-9p	--W----	:30	2	\$1,500.00	2	0.00	NM	4	\$6,000.00
SO YOU THINK YOU CAN DANCE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--W----			2		\$1,500.00		0.00				
Week:		08/20/12	08/26/12	--W----			2		\$1,500.00		0.00				
27	4	08/13/12	08/17/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-TWTF--	:30	3	\$750.00	2	0.00	NM	3	\$2,250.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-TWTF--			3		\$750.00		0.00				
29	4	08/18/12	08/18/12	Sa 9-10p Sa 9-10p	CM-All	9-10p	-----S-	:30	2	\$450.00	2	0.00	NM	2	\$900.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-			2		\$450.00		0.00				
30	4	08/18/12	08/18/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	2	\$450.00	2	0.00	NM	2	\$900.00
FOX 4 NEWS 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S-			2		\$450.00		0.00				
Totals														74	\$37,200.00